

PTO/BB/08A (08-03)

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Substitute for form 1449PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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**Complete If Known**

Application Number	10/016,988
Filing Date	12/14/2001
First Named Inventor	MATZ
Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

Sheet 1 of 9**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No.†	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code* (P known)			
AK		US- 5,948,061	9/7/1999	Merriman et al.	
AK		US- 5,794,210	8/11/1998	Goldhaber et al.	
AK		US- 5,724,521	3-1998	Dedrick	
AK		US- 5,892,536	4-1999	Logan	
AK		US- 5,800,364	2-1997	Hendricks	
AK		US- 6,282,713	8-2001	Kitsukawa	
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AK		US- 5,389,964	2-1995	Oberle	
AK		US- 6,002,393	12-1999	Hite	
AK		US- 4,912,552	3-1990	Allison	
AK		US- 6,446,261	9-2002	Rosser	
AK		US- 5,848,396	12-1998	Gerace	
AK		US- 5,948,061	9-1999	Merriman	
AK		US- 6,100,916	8-2000	August	
AK		US- 6,314,577	11/6/2001	Pocock	
AK		US- 5,892,508	4/6/1999	Howe	
AK		US- 5,818,438	10/6/1998	Howe	
AK		US- 6,076,094	6/13/2000	Cohen	
AK		US- 6,172,674	1/9/2001	Etheridge	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No.†	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code* Number* † Kind Code* (P known)				
AK		WO 99 52285A	10/14/1999			
AK		WO 99 04561A	1/28/1999			
AK		WO 99 45702A	9/10/1999			
AK		EP 0 424 648A	2/2/1991			
AK		EP 1162840 A2	12-2001	Wilson		

Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 808. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. † Applicant's unique citation designation number (optional). ‡ See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 801.04. § Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ¶ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. \*\*Kind of document by translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1460, Alexandria, VA 22313-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

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Application Number	10/016,888
Filing Date	12/14/2001
First Named Inventor	MATZ
Art Unit	2811
Examiner Name	Unknown
Attorney Docket Number	BS01371

Sheet 1 of 9

U. S. PATENT DOCUMENTS					
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AK		US- 6,252,586	6/26/2001	Freeman	
AK		US- 5,881,518	8/1997	Carles	
AK		US- 5,774,170	6-1998	Hite	
AK		US- 5,758,257	5-1998	Herz	
AK		US- 5,410,344	4-1995	Graves	
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AK		US- 5,838,314	11-1998	Neel	
AK		US- 6,029,045	1-2001	Alexander	
AK		US- 6,463,468	10-2002	Buch	
AK		US- 6,496,818	12-2002	Ponte	
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AK		US- 5,446,919	8-1995	Wilkins	
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Examiner Initials <sup>a</sup>	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>d</sup>
		Country Code <sup>2</sup> Number <sup>3</sup> Kind Code <sup>4</sup> (if known)				

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<sup>1</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>2</sup>Applicant's unique citation designation number (optional). <sup>3</sup>See Kind Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 801.04. <sup>4</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>5</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>6</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.18 if possible. <sup>7</sup>Applicant is to place a check mark here if English language translation is attached.

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		Number/Kind Code* (if known)			
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AK		US- 2003/0067554	4-2003	Klarfield	
AK		US- 6,202,210	3-2001	Ludtke	
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AK		US- 5,983,227	11/9/1999	Nazem	
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		US-			
		US-			

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Examiner Initials*	Cite No.†	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T*
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/Andrew Koenig/

Date  
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06/25/2006

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Sheet

of

9

## **Complete if Known**

Application Number	10/016,988
Filing Date	12/14/2001
First Named Inventor	MATZ
Group Art Unit	2611
Examiner Name	
Attorney Docket Number	BS01371

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No.	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code <sup>2</sup> (if known)		
AK		US- 3,798,610		Bliss et al.	03-19-1974
AK		US- 3,888,302		Kosco	05-27-1976
AK		US- 4,130,833		Chomet	12-19-1978
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AK		US- 4,667,591		Gray et al.	02-28-1988
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AK		US- 4,720,873		Goodman et al.	01-18-1988
AK		US- 4,818,904		McKenna et al.	03-28-1989
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AK		US- 5,448,919		Wildna, Jeff K.	08-1995
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AK		US- 5, 500,681		Jones	03-1996

Examiner  
Signature

/Andrew Koenig/

Date  
Considered

06/25/2006

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<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet  Of  9**Complete If Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ
Group Art Unit	2611
Examiner Name	
Attorney Docket Number	BS01371

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (If known)			
AK		US- 5,585,838		Lawler et al.	12-17-1998	
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AK		US- 5,618,247 A		Russo	04-1997	
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AK		US- 6,202,210		Ludtke	03-2001	
AK		US- 6,252,688 B1		Freeman et al.	06-28-2001	
AK		US- 6,314,577 B1		Pocock	11-08-2001	
AK		US- 6,448,281 B1		Rosser	09-2002	
AK		US- 6,483,685		Hendricks et al.	10-2002	
AK		US- 6,530,082 B1		Del Sesto et al.	03-2002	

**FOREIGN PATENT DOCUMENTS**

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (If known)				
AK			EP 1162840 A2		Wilson et al.	12-2001		

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Substitute for form 1449A/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		Application Number	10/016,988
		Filing Date	December 21, 2001
		First Named Inventor	MATZ
		Group Art Unit	2611
		Examiner Name	
		Attorney Docket Number	BS01371
Sheet		Of	9

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
AK		PCT Publication No. WO 94/17609 (Kiehl et al., 08-04-1994)	
AK		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994.	
AK		U.S. Application No. 2002/0032805 A1 (Grossman, 03-2002)	
AK		U.S. Application No. 2002/0035600 A1 (Ullman et al., 03-2002)	
AK		U.S. Application No. 2002/0082019 A1 (Dwight, 07-11-2002)	
AK		U.S. Application No. 2002/0123928 A1 (Eldering et al., 09-2002)	
AK		U.S. Application No. 2002/0143847 A1 (Headings et al., 10-2002)	
AK		U.S. Application No. 2003/0049967 A1 (Kinze et al., 03-13-2003)	
AK		U.S. Application No. 2003/0110487 A1 (Yassin et al., 08-2003)	
AK		International Search Report for PCT JUS02/40070 A1	

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Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume/issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
AK		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgl/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
AK		"Liberate Technologies - Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	
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AK		"power, flexibility, an control," Respond TV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.	
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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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Sheet 1 of 5

## **Complete if Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

## **U.S. PATENT DOCUMENTS**

Examiner Initials *	Cite No.¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code² (if known)			
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Sheet **2** of **5**

## **Complete if Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

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		Number	Kind Code <sup>2</sup> (if known)			
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Application Number	10/016,988
Filing Date	December 14, 2001
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Attorney Docket Number	BS01371

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		Number	Kind Code <sup>2</sup> (if known)			
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## **Complete if Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

## **OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
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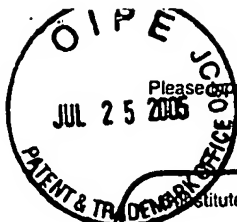
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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)	Substitute for form 1449A/PTO		<b>Complete if Known</b>	
	Application Number	10/016,988		
	Filing Date	December 14, 2001		
	First Named Inventor	Matz		
	Group Art Unit	2611		
	Examiner Name	Unassigned		
Sheet 5 of 5	Attorney Docket Number		BS01371	


OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
AK		"What is Wink: Examples," What is Wink – Examples, <a href="http://www.wink.com/contents/examples.html">www.wink.com/contents/examples.html</a> , (11/16/01) pp. 1-2.	
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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 1 of 1

**Complete If Known**

Application Number	10/016,888
Filing Date	Dec. 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

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**OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS**

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 1 of 1

**Complete If Known**

Application Number	10/016,988
Filing Date	Dec. 14, 2001
First Named Inventor	Matz
Group Art Unit	2811
Examiner Name	Unknown
Attorney Docket Number	BS01371

**U.S. PATENT DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
AK		5,796,852		Davis et al.	08-1998	
AK		5,872,588		Aras et al	02-1999	
AK		6,353,929		Houston, John S.	03-2002	
AK		6,434,747		Khoo et al.	08-2002	

**OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

### Complete if Known

Application Number	10/016,988
Filing Date	Dec. 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

### U.S. PATENT DOCUMENTS

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		Number	Kind Code <sup>2</sup> (if known)			
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AK		5,848,397		Marsh et al.	12-1998	
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### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

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AK		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings to the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).	

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Sheet	1	of	2
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**Complete if Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

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<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Sheet 2 of 2**Complete if Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

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